



Memorandum

14-027

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: February 28, 2014

SUBJECT: National Breastfeeding Month 2014

Historically, every year during August Texas WIC has joined the World Breastfeeding Month campaign to increase public awareness on breastfeeding. However, since different parts of the world celebrate breastfeeding month during different times of the year, Texas WIC officially changed the name of its campaign to *National Breastfeeding Month* (NBM). Texas WIC National Breastfeeding Month activities will focus on highlighting how breastfeeding impacts health for life and is based upon the World Alliance for Breastfeeding Action 2014 breastfeeding month theme of ***BREASTFEEDING: A Winning Goal – for Life!***

This year also marks the second African American Breastfeeding Week to be held August 24-30, 2014 and will promote and support breastfeeding among African American communities. Please join us as we celebrate NBM by highlighting how breastfeeding impacts health for life, not only for moms and babies, but also for dads, communities, employers, and the environment. Additional NBM information, activity ideas, and suggested breastfeeding promotional materials will be posted soon to the 2014 NBM webpage at <http://www.dshs.state.tx.us/wichd/>. Please note that the NBM theme, *Breastfeeding: A Winning Goal for Life!* will not be printed on any materials. Rather, it will serve as a guide for NBM celebrations and clinic activities.

If you have any questions or require additional information, please contact Faith Njoroge, Texas WIC Breast Pump Coordinator, at (512) 341-4575 or Faith.Njoroge@dshs.state.tx.us.